

BARBARA KATHLEEN PHOTO

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STYLE GUIDE  
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*for 2022 & 2023 clients*

## SO, WHAT'S THE POINT OF THIS?

deciding what to wear to a session is hard,

That's why I've compiled this guide to  
*help you understand what type of clothing  
photographs well and why*

## I'LL TRY TO KEEP IT SIMPLE

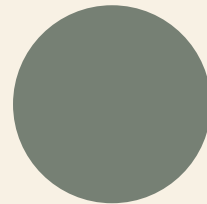
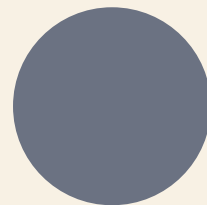
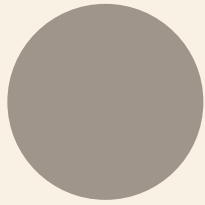
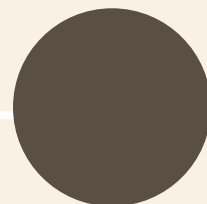
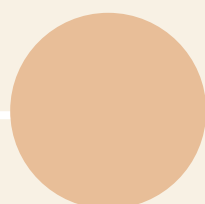
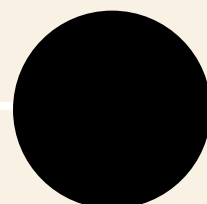
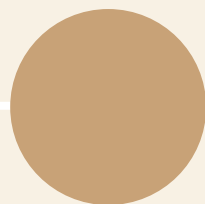
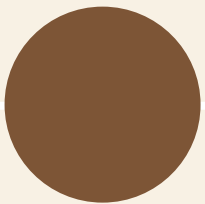
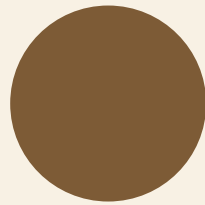
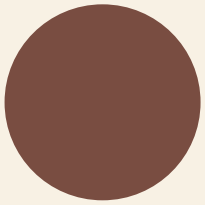
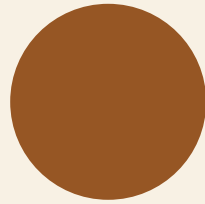
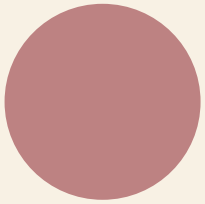
- this advice goes for all sessions  
*(couples, families, maternity, & branding)*
- It's only a professional suggestion... In the end, *you make the rules!*
- If you have any questions, my email is *always open :)*

# COLOR SCHEMES I LOVE

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# DO'S

## COORDINATED OUTFITS

*colors that compliment each other but aren't exactly the same.*

## NEUTRAL COLORS

*you want the focus to be on you and your faces, too much color will distract from the subject*

## TEXTURE, LAYERS, & ACCESSORIES

*depth adds so much to an image,*

*ex) loose textured long sleeve over a linen shirt, layered jewelry or a handkerchief on your neck, a skirt or fun pants, a hat or headband, rings, bracelets, and shoes you love.*

## AUTHENTICITY & COMFORT

*your clothes should describe who you are. don't work too hard trying to be picture perfect. we're going to be walking around in fields, hiking up a mountain, dancing in the rain, you name it... so, being somewhat comfortable is important.*

# DONT'S

## MATCHING OUTFITS

*wearing the exact same colors makes photos look bland and out dated*

## BOLD BRIGHT COLORS

*bold colors can affect the tone of your skin in images, giving you pink or green undertones. If you want that creamy caramel color to your images, you have to dress accordingly.*

*\*I especially recommend avoiding bright pinks and reds*

## KEEP IT TOO SIMPLE

*let's say you have a clothing budget for your shoot and you're going shopping... you see an incredible dress but it costs all you have to spend. so you buy it and end up wearing old sneakers that don't match, no jewelry, and you couldn't do any lipstick because it clashes with the dress.*

*it would be better to wear a simple outfit with bold accents. this creates the depth previously mentioned, while still keeping focus on you.*

## TRYING TO BE TRENDY

*trends come & go, and they're usually overdone. this should be about who you really are, when no one is looking. I promise, that will stand out more than running with what's "in" on social media.*



## MENS IMAGES FROM H&M



## WOMENS IMAGES FROM MADEWELL

ALL IMAGES FROM H&M



ALL IMAGES FROM H&M

# CLIENT EXAMPLES

